



SPONSOR MEDIA KIT

Dear Friends and Patrons,

With over *10,000* visitors during our last event, the Asian Culture Festival has experienced a continuous rise in visitor numbers over the last twenty years. This loyal following poses a great business opportunity for anyone with an interest in positioning their products or services within the local Asian-American community and the Asian-enthusiasts alike. Support us and *brand your business while creating a positive social impact.*

The event is held annually at the lush Fruit & Spice Park Garden the first weekend of March. Culture, dance, music, and fashion will dazzle visitors throughout the weekend, often persuading them to stay and watch all the performances and try as much authentic Asian food as possible. Is a great crowd and we love them!

The Thai-American Association produces the festival in partnership with Fruit & Spice Park and Miami-Dade County Asian-American Advisory Board (AAAB). Together we create a fun and safe environment for the Asian American Community to integrate and grow stronger bonds among its members and within the South Floridian community at large.

Festival Facts

WHEN

March 3 and 4, 2012
First weekend of March

WHERE

Fruit & Spice Park,
24801 S.W. 187th Avenue,
Homestead, FL 33031

ATTENDANCE

10,000+

FESTIVAL YEAR

22nd

FREQUENCY

Yearly

CONTACT

Khanya Moolsiri
Executive Producer
kmoolsiri@aol.com
(954) 806-4544



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By experiencing cultural diversity in this way, it becomes easier for people to understand, not only how each of these cultures influence the dynamic cultural tapestry of South Florida, but also how they daily enrich our quality of life; in a time when globalization booms and economic uncertainty brims, cultural integration becomes inherently essential to improve tolerance and compassion among cultures.

A number of activities are designed for children to experience the traditions, contribution and heritage of Asia. Asian arts, crafts and cultural products are for sale from many vendors in our market. Visitors will also be able to purchase a variety of plants from our many participating nurseries. Tours of the Garden will treat visitors to our banana plantation, bamboo forest and extensive plantings over the 35 acres of the Fruit & Spice Park.

Your sponsorship of this important and exciting event is greatly needed for the production of the show and the payment of the performers. As you may imagine the Asian Culture Festival is a complex event to stage and produce.

Thank you again for your interest in sponsoring the 22nd Annual Asian Culture Festival.

For more information, please contact:

Khanya Moolsiri,
Executive Producer
Asian Culture Festival
(954) 431-7484 or (954) 806-4544

THAI-AMERICAN ASSOCIATION OF SOUTH FLORIDA, INC.

12112 Limestone Way, Cooper City, FL 33026
Tel: (954) 431-7484, Fax: (954) 431-8573, Email: kmoolsiri@aol.com



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Sponsor Package - Comparison Chart 2012

PACKAGE	Platinum	Gold	Silver	Bronze
Sponsorship	\$ 5,000	\$ 1000	\$ 500	\$ 250
Exclusivity Exclusivity in your product/service category	✓	•	•	•
Exhibition Site Includes tent, tables and chairs	20'x20'	10'x10'	10'x10'	n/a
Sponsor Name and/or Logo Inclusion				
Behind the stage and outside banners	✓	✓	•	•
Program Book Listing - Text only	✓	✓	✓	✓
On-stage mention	✓	✓	✓	✓
Logo on all promotional materials Banner, website, flyers, ads, etc	✓	•	•	•
Entrance Tickets Free tickets for your clients, friends and/or family	100	50	25	30

Select sponsorship opportunities at the Asian Culture Festival are available for corporation as a means of gaining exposure for products or services. The cost of sponsorship varies according to the visibility a sponsor receives from their association with the festival. For more information contact Khanya Moolsiri, president, Thai-American Association at (954) 431-7484 or (954) 806-4544 or at kmoolsiri@aol.com

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Sponsor Packages

Platinum \$5,000⁰⁰

- Exclusivity in your product/service category
- An exhibition site, 20'x20' / Tent, tables and chairs included
- Your name/logo on Festival banners - behind the stage and outside
- Prominent presence on the program book
- Listing as presenting sponsor
- Featured as presenting sponsor in all promotional materials
- 100 tickets to the Asian Culture Festival

Gold \$1000⁰⁰

- An exhibition site, 10'x10' w/ Tent, tables and chairs included
- Your name/logo on Festival banners - behind the stage and outside
- Your name/logo as sponsor on the program book
- Mention as sponsor on stage.
- 50 tickets to the Asian Culture Festival

Silver \$500⁰⁰

- An exhibition site, 10'x10' tent, tables and chairs
- Your name/logo as sponsor on the program book
- Mention as sponsor on stage
- 25 tickets to the Asian Culture Festival

Bronze \$250⁰⁰

- Your name/logo as sponsor on the program book
- Mention as sponsor on stage
- 30 tickets to the Asian Culture Festival

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Sponsor Media Kit
Sponsorship Level Form

Contact Person

Name: _____

Telephone: _____ Fax: _____

E-mail: _____

Company

Name: _____

Address: _____

City _____ State _____ Zip Code _____

Telephone: _____ Fax: _____

Website: _____

Type of Sponsorship: (please check selection)

_____ Platinum	\$5,000.00
_____ Gold	\$1000.00
_____ Silver	\$500.00
_____ Bronze	\$250.00

Payment:

Please make checks payable to:
THAI-AMERICAN ASSOCIATION
2112 Limestone Way, Cooper City, FL 33026

Signature: _____

Date: _____

Please return this form to THAI-AMERICAN ASSOCIATION, 12112 Limestone Way, Cooper City, Florida 33026.

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